

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) Apparatus for monitoring an audience member tuned to a program within a broadcast signal, comprising:

a portable audience monitoring unit adapted to be worn by the audience member, including:

(a) means for detecting a code signal that forms the broadcast signal in combination with a programming signal used to perform the program, wherein the code signal corresponds to the broadcast program to which the audience member is tuned, and

(b) means for storing the detected code signal;
means for outputting the detected code signal stored in said portable audience monitoring unit; and

communication means for transmitting the outputted detected code signal to a central processing station, wherein said communication means communicates with Cellular Digital Packet Data (CDPD),

wherein the portable audience monitoring unit is configured to be worn by the audience member during the broadcast program to detect the code signal.

2. (Currently Amended) A method for monitoring an audience member tuned to a program within a broadcast signal, comprising:

providing a portable audience monitoring unit adapted to be worn by the audience member;

detecting with said portable audience monitoring unit a code signal that forms the broadcast signal in combination with a programming signal used to perform the program, wherein the code signal corresponds to the broadcast program to which the audience member is tuned;

storing the detected code signal in said portable audience monitoring unit;

outputting the detected code signal stored in said portable audience monitoring unit; and

transmitting the outputted detected code signal to a central processing station with communication means utilizing Cellular Digital Packet Data (CDPD) technology,

wherein said detecting step is performed while said portable audience monitoring unit is worn by the audience member during the broadcast program.

3. (Currently Amended) Apparatus for monitoring an audience member tuned to a program within a broadcast signal, comprising:

a portable audience monitoring unit adapted to be worn by the audience member, including:

(a) means for detecting a code signal that forms the broadcast signal in combination with a programming signal used to perform the program, wherein the code signal corresponds to the broadcast program to which the audience member is tuned, and

(b) means for storing the detected code signal;

means for outputting the detected code signal stored in said portable audience monitoring unit; and

communication means for transmitting the outputted detected code signal to a central processing station, wherein said communication means communicates with a ReFLEX protocol, wherein the portable audience monitoring unit is configured to be worn by the audience member during the broadcast program to detect the code signal.

4. (Currently Amended) A method for monitoring an audience member tuned to a program within a broadcast signal, comprising:

providing a portable audience monitoring unit adapted to be worn by the audience member;

detecting with said portable audience monitoring unit a code signal that forms the broadcast signal in combination with a programming signal used to perform the program, wherein the code signal corresponds to the broadcast program to which the audience member is tuned;

storing the detected code signal in said portable audience monitoring unit;

outputting the detected code signal stored in said portable audience monitoring unit; and

transmitting the outputted detected code signal to a central processing station with communication means utilizing a ReFLEX protocol,

wherein said detecting step is performed while said portable audience monitoring unit is worn by the audience member during the broadcast program.